Research Report

Newspaper Readership Project

Newspaper Advertising Bureau, Inc.

NEWSPAPER INVENTORY:

SUMMARY TABLES AND FINDINGS
(Sunday/weekend Editions)--1983

This study is one of a series of research studies conducted under the auspices of the Newspaper Readership Project, an industry-wide effort to promote circulation and readership.

December 1983

INTRODUCTION

This report is based on the Newspaper Advertising Bureau's 1983 Newspaper Inventory, sponsored by the Newspaper Readership Project. This mail survey of every daily and Sunday/weekend newspaper in the United States and Canada is an expanded update of earlier surveys conducted in 1967, 1974 and 1979.[1]

The inventory is used to prepare a computerized list of newspapers carrying specific standing features for advertisers and agencies who wish to position advertising near particular kinds of feature content. The 1983 survey of Sunday editions includes data on fifty-six kinds of standing features, as well as comics, magazine supplements and fourteen types of sections. It also contains information on home delivery, zoning and other related subjects.

Summary tables in the report refer only to Sunday/weekend editions published in the United States and are based on completed questionnaires from 572 newspapers, representing 74% of Sunday/weekend editions published. Total lines have been weighted to reflect national distribution, based on the following relationships:

Circulation Group:	Sample	Total U.S. Sunday/Weekend: Newspapers	Circulation
100,000 & over	21%	15%	65%
50,000-99,999	15	14	15
25,000-49,999	23	20	10
10,000-24,999	25	28	7
Under 10,000	16	23	3
Base: Newspapers responding=100	(572)	(768)	(56,260,764)

[1]The 1967 and 1974 surveys covered weekday editions only.

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Sections in Sunday and Weekend Newspapers

Sectionalization is a basic fact of life among Sunday and weekend editions. The average number of physically separate sections ranges from three, in the smallest circulation size group, to ten in the largest. Overall, the average Sunday/weekend edition published in the United States has six physically separate sections (Tables 1a, 1b).

Because sections can be defined by content as well as form, newspapers responding to the survey were asked about fourteen types of "physically separate, labeled or otherwise identifiable" sections. As Table 2a shows, seven of these are carried by more than half of all Sunday/weekend editions responding to the survey: main news (85%); second or local news (51%); comics (84%); sports (82%); TV section or magazine (72%); lifestyle or women (72%); and business, finance (51%).

Large-circulation newspapers with large newsholes can usually devote more space to a wider variety of content than small-circulation newspapers can. More than eight out of ten Sunday editions with circulations of 100,000 and over (84%) have an entertainment section, as compared with only 28% of those having circulations under 10,000 (Table 2b). Travel sections are found in 66% of the newspapers in the largest circulation size group, but in only 1% of those in the smallest circulation size group.

Table 1a

Number of Physically Separate Sections in Sunday/weekend Editions

	Total responses Weighted by: Newspapers†	Circulation‡
One	5%	1%
Two	9	1
Three	11	2
Four	16	7
Five	12	5
Six-seven	21	23
Eight-nine	11	23
Ten-eleven	5	13
Twelve-thirteen	3	9
Fourteen & over	3	13
Not reported	4	3
	100%	100%
Average (mean) number of sections	six	nine

Question: On the average, how many physically separate sections does a Sunday or weekend edition of this newspaper have?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Table 1b

Number of Physically Separate Sections in Sunday/weekend Editions
(by Circulation Size Group)

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
One	1%	1%	1%	1%	16%
Two	-	-	1	7	30
Three	-	1	2	14	27
Four	3	7	20	29	17
Five	2	5	18	20	6
Six-seven	17	42	38	21	-
Eight-nine	26	28	13	2	-
Ten-eleven	17	8	4	1	-
Twelve-thirteen	13	3	-	1	-
Fourteen & over	18	-	-	1	-
Not reported	3	5	3	3	4
Average (mean) number of sections	ten	seven	six	five	three
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: On the average, how many physically separate sections does a Sunday or weekend edition of this newspaper have?

Table 2a

Sections Appearing Every Week in Sunday/weekend Editions

	Total Responses Weighted by: Newspapers†	Circulation‡
Main news	85%	92%
Second or local news	51	73
Comics	84	95
Sports	82	94
TV section or magazine	72	82
Lifestyle, women	72	82
Business, finance	51	70
Editorial or news analysis	49	65
Entertainment	48	72
Food (separate)	12	12
Home (separate)	19	35
Food & home (combined)	6	5
Travel	21	51
Fashion	10	14

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in Sunday editions?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Table 2b

Sections Appearing Every Week in Sunday/weekend Editions

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Main news	93%	95%	95%	88%	62%
Second or local news	79	81	61	42	17
Comics	97	95	98	86	56
Sports	95	98	99	88	43
TV section or magazine	86	79	70	71	61
Lifestyle, women	84	83	82	78	42
Business, finance	76	70	58	48	22
Editorial or news analysis	72	57	48	53	27
Entertainment	84	62	43	41	28
Food (separate)	14	5	10	18	10
Home (separate)	42	29	14	14	6
Food & home (combined)	5	3	5	8	7
Travel	66	34	20	7	1
Fashion	16	8	11	10	4
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in Sunday editions?

Magazine Supplements and Comic Sections

About two thirds (66%) of all Sunday/weekend editions published in the United States carry one or more magazine supplements. Staff-written supplements[1] are found in 15% of all Sunday/weekend editions, or about one third (32%) of all Sunday/weekend copies in circulation (Table 3).

Four percent of all Sunday/weekend newspapers carry two magazine supplements, usually a syndicated supplement plus a staff-written magazine. Among Sunday newspapers with circulations of 100,000 or more, 12% have two supplements.[2]

More than nine out of ten Sunday/weekend editions include a comic section: 93% of all those published in the United States or 96% of all Sunday/weekend copies in circulation (Table 4). A typical Sunday/weekend comic section contains eleven to nineteen individual features, but 60% of the newspapers in the largest circulation size group carry twenty features or more.

In addition to comic sections, about one fourth(23%) of all Sunday/weekend editions have other special pages or sections for children (Table 5), presenting syndicated or locally-written content.

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[1]In Table 3, staff-written supplements are those identified as "Sunday" and "Other."

[2]These figures are not shown in Table 3, but may be derived by subtracting the net figure shown from the sum of the figures for Family Weekly, Parade, Sunday and "other."

Table 3

Magazine Supplements in Sunday/weekend Editions

	Total Responses Weighted by: Newspapers†	Circulation‡
Any magazine supplement (net)	66%	86%
Family Weekly	40	22
Parade	15	41
Sunday	2	8
Other	13	24
No magazine supplement	28	10
Not reported	6	4

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Any magazine supplement (net)	89%	92%	89%	65%	19%
Family Weekly	4	48	79	54	8
Parade	52	42	5	1	-
Sunday	12	1	-	1	1
Other	33	5	9	11	11
No magazine supplement	7	7	8	30	69
Not reported	4	1	3	5	12
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: Which of the following magazine supplements does the Sunday or weekend edition carry?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Table 4

Number of Individual Comic Features in Sunday/weekend Editions

	Total Responses Weighted by: Newspapers†	Circulation‡
Comic section (total)	93%	96%
10 features or less	15	4
11 to 19 features	50	41
20 to 29 features	24	43
30 features or more	4	8
No comic section	5	2
Not reported	2	2

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Comic section (total)	97%	97%	95%	92%	88%
10 features or less	1	5	7	13	38
11 to 19 features	36	44	58	61	45
20 to 29 features	50	41	28	16	4
30 features or more	10	7	2	2	1
No comic section	2	-	2	5	11
Not reported	1	3	3	3	1
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Table 5

Special Pages or Sections for Children in Sunday/weekend Editions

	Total Responses Weighted by: Newspapers†	Circulation‡
Carry special pages or sections for children	23%	25%
Both syndicated and local material	7	9
Syndicated material only	12	12
Local material only	4	4
No special pages or sections for children	77	75

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Carry special pages or sections for children	21%	36%	23%	24%	15%
Both syndicated and local material	8	10	8	8	2
Syndicated material only	10	19	13	12	7
Local material only	3	7	2	4	6
No special pages or sections for children	79	64	77	76	85
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: Other than comics, does the Sunday or weekend edition include a special page or section for children? Is the material in these children's features syndicated or derived from local sources?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Editorial Content of Sunday/weekend Newspapers

Although the mix of features varies from one publication to another, American newspapers offer their weekend readers great variety of content. Of 56 features asked about, nine are carried every week in at least seven out of ten Sunday/weekend editions. These are: comics (93%); spectator sports (92%); TV log (89%); astrology (89%); games and puzzles (85%); participant sports (81%); weather map (75%); business, finance (73%) and personal advice (71%) (Table 6a).

With the exception of a very few topics like "farm and ranch" or "school news," most kinds of standing features are carried by a larger percentage of big-circulation than small-circulation newspapers (Table 6b). This is why the figures for Sunday/weekend copies in circulation look very different from the figures based on newspapers (Table 6a).

In all, eighteen of the listed standing features or columns are carried in at least seven out of ten copies in circulation: comics (96%); TV log (96%); spectator sports (93%); weather map (93%); astrology (92%); business, finance (90%); games and puzzles (89%); op ed page (87%); books (81%); travel and resort (81%); personal advice (80%); social news (79%); "people" (77%); participant sports (76%), TV reviews (765); bridge (75%); security and commodity quotations (74%); and theatre (73%).

Table 6a

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week

	Total Responses Weighted by: Newspapers†	Circulation‡
Advice on personal finance	39%	54%
Astrology	89	92
Automotive	9	24
Beauty	17	25
Best food buys	14	11
Books	50	81
Bridge	56	75
Business, financial	73	90
Career advice	10	26
Child care	6	11
College	10	9
Computers, personal	4	10
Consumers, "Action Line"	22	35
Diet, nutrition	19	29
Environment, ecology	6	9
Etiquette	11	22
Farm and ranch	22	14
Fashion, men	9	16
Fashion, women	19	30
Fashion, teenage	8	10
Games and puzzles	85	89
Gardening	33	55
Health and medical	50	61
Home building, repair	26	46
Home furnishings, decorating	19	37
Household hints	37	47
Movie reviews	44	69
Movie timetable	52	68
Music, record, tapes	34	61
Op Ed page	68	87
Outdoors: camping, fishing, etc.	45	68
"People"	59	77

Table 6a (continued)

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week

	Total Responses Weighted by: Newspapers†	Circulation‡
Personal advice	71%	80%
Pets	19	34
Photography	11	26
Radio log	19	48
Real estate (other than ads)	31	57
Recipes	33	40
Religion	38	40
Restaurants	20	38
Retirement, Social Security	19	29
School news (grade, high)	40	25
Science, technology	9	20
Security & commodity quotations	46	74
Sewing patterns	42	51
Social news	84	79
Sports (spectator)	92	93
Sports (participant)	81	76
Stamps, coins	18	43
TV reviews	55	76
TV log (over the air)	89	96
TV log (incl. cable/pay)	83	88
Theatre	48	73
Travel & resort	41	81
Weather map	75	93
Wine	8	23
Youth	23	29

Question: How often does your Sunday or weekend edition carry the following standing features or columns?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Table 6b

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Advice on personal finance	58%	50%	52%	31%	18%
Astrology	92	88	97	94	73
Automotive	32	13	8	3	1
Beauty	29	19	15	16	11
Best food buys	10	9	14	16	16
Books	92	77	55	36	18
Bridge	83	63	68	54	28
Business, financial	94	90	85	69	43
Career advice	35	15	8	2	1
Child care	13	9	5	4	3
College	8	10	11	12	8
Computers, personal	14	6	4	1	-
Consumers, "Action Line"	39	36	23	14	10
Diet, nutrition	35	15	22	18	11
Environment, ecology	9	10	5	5	3
Etiquette	27	16	10	5	3
Farm and ranch	9	23	30	22	21
Fashion, men	20	9	8	6	6
Fashion, women	36	21	23	12	10
Fashion, teenage	10	10	8	7	8
Games and puzzles	91	90	89	84	76
Gardening	64	51	33	23	15
Health and medical	66	56	48	51	37
Home building, repair	52	52	27	18	4
Home furnishings, decorating	46	29	20	10	4
Household hints	53	36	44	33	27
Movie reviews	79	63	51	35	17
Movie timetable	77	59	45	48	43
Music, records, tapes	74	49	38	21	13
Op Ed page	92	88	76	56	46
Outdoors: camping, fishing, etc.	77	62	55	38	13
"People"	82	78	59	53	29

Table 6b (continued)

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Personal advice	83%	76%	82%	63%	63%
Pets	41	26	20	12	7
Photography	33	19	9	6	-
Radio log	62	34	14	6	3
Real estate (other than ads)	69	43	31	20	10
Recipes	44	34	35	24	35
Religion	42	36	42	34	39
Restaurants	49	19	20	15	7
Retirement, Social Security	34	20	21	17	8
School news (grade, high)	18	30	42	53	44
Science, technology	25	15	8	3	2
Security & commodity quotations	86	65	56	35	15
Sewing patterns	51	60	55	39	18
Social news	77	80	89	84	88
Sports (spectator)	92	94	95	90	91
Sports (participant)	74	81	82	81	83
Stamps, coins	55	26	20	6	1
TV reviews	84	73	58	46	33
TV log (over the air)	98	97	89	84	87
TV log (incl. cable/pay)	90	83	88	81	76
Theatre	85	60	52	37	27
Travel & resort	95	79	54	17	3
Weather map	96	95	96	76	28
Wine	31	12	7	1	1
Youth	31	24	23	24	16
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: How often does your Sunday or weekend edition carry the following standing features or columns?

How Do Standing Features in Sunday and Weekday Editions Compare?

In order to compare the standing features in weekday and Sunday/weekend editions, a special analysis was made for newspapers with circulations of 100,000 or more.[1] This comparison shows that Sunday/weekend editions carry more standing features on an every-issue basis than weekday editions do (Table 7). In a few cases, the difference is so extreme that it would be fairly accurate to describe certain kinds of content as "Sunday" newspaper features. For example, 95% of these big-circulation newspapers report that every Sunday/weekend edition carries a "travel and resort" feature, but none report that such a feature appears in every weekday edition.

In the case of some features, this difference favoring Sunday over weekend editions may be more apparent than real, especially in light of the increasing number of once-a-week special sections in weekday editions. For example, 44% of Sunday editions but only 6% of weekday editions carry "recipes" in every issue. However, 88% of these big-circulation newspapers carry recipes in at least one of their five weekday editions.

The timing of certain features like "photography" or "music, records, tapes" is likely to affect both reading and advertising patterns. Readers with a special interest in those subjects may make more of an effort to read editions in which the features appear. Advertisers looking for a compatible editorial environment are likely to advertise in the same editions, because special-interest readers tend to be interested in ads as well as editorials.

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[1]This circulation size group was used because the great majority of these Sunday/weekend editions are published by daily newspapers in the same category.

Table 7

Comparative Incidence of Listed Standing Features or Columns in Weekday Vs. Sunday/weekend Editions
(Newspapers with 100,000+ circulation)

	Every Issue:		Every Issue +Less Often:†	
	Weekday	Sunday	Weekday	Sunday
Advice on personal finance	28%	58%	76%	67%
Astrology	92	92	93	92
Automotive	2	32	32	40
Beauty	11	29	45	41
Best food buys	2	10	78	16
Books	8	92	31	93
Bridge	86	83	88	84
Business, financial	91	94	96	96
Career advice	5	35	31	41
Child care	5	13	20	24
College	-	8	5	14
Computers, personal	2	14	22	23
Consumers, "Action Line"	31	39	47	44
Diet, nutrition	4	35	68	46
Environment, ecology	6	9	13	25
Etiquette	6	27	27	36
Farm and ranch	3	9	14	12
Fashion, men	3	20	41	42
Fashion, women	8	36	59	59
Fashion, teenage	3	10	37	28
Games and puzzles	83	91	86	91
Gardening	2	64	37	71
Health and medical	37	66	79	75
Home building, repair	-	52	27	60
Home furnishings, decorating	1	46	30	63
Household hints	22	53	45	60
Movie reviews	48	79	86	85
Movie timetable	68	77	80	77
Music, records, tapes	9	74	49	82
Op Ed page	85	92	88	92
Outdoors: camping, fishing, etc.	11	77	64	82
"People"	74	82	79	82

Table 7 (continued)

Comparative Incidence of Listed Standing Features or Columns in Weekday Vs. Sunday/weekend Editions
(Newspapers with 100,000+ circulation)

	Every Issue:		Every Issue +Less Often:†	
	Weekday	Sunday	Weekday	Sunday
Personal advice	81%	83%	84%	86%
Pets	4	41	13	47
Photography	-	33	11	39
Radio log	51	62	54	64
Real estate (other than ads)	4	69	26	73
Recipes	6	44	88	53
Religion	5	42	21	44
Restaurants	5	49	61	54
Retirement, Social Security	7	34	33	41
School news (grade, high)	12	18	24	24
Science, technology	5	25	30	44
Security & commodity quotations	84	86	88	87
Sewing patterns	45	51	59	57
Social news	44	77	63	78
Sports (spectator)	91	92	93	92
Sports (participant)	72	74	82	78
Stamps, coins	1	55	9	59
TV reviews	74	84	87	86
TV log	90	98	95	98
Theatre	62	85	77	92
Travel & resort	-	95	10	96
Weather map	94	96	94	96
Wine	-	31	51	39
Youth	7	31	20	39

†In this table, denotes "at least once a week" for weekday editions, and "at least once a month" for Sunday/weekend editions.

Other Findings on Sunday/weekend Editions

General Merchandise Advertising: Sunday/weekend vs. Weekday

About seven out of ten newspapers (71%) indicate that they carry more department store advertising in the Sunday/weekend edition than in any Monday through Friday edition (Table 8a). A somewhat smaller proportion (65%) reports the same pattern for other general merchandise advertisers. In comparison to larger newspapers, those with circulations under 10,000 are less likely to indicate that general merchandise advertisers favor Sunday over any weekday edition (Table 8b).

Mail Order Feature or Page

A relatively small proportion of Sunday/weekend editions (9%) carry a mail order feature or page, but those that do tend to have it every week (Table 9).

Zoning

In every circulation size group, zoning is somewhat less common among Sunday/weekend editions than for weekday editions. Overall, 20% of Sunday/weekend editions report zoning (Table 10), as do 27% of weekday editions. Among newspapers of 100,000 circulation and more, 67% report zoning for weekday editions, as compared with 40% for Sunday/weekend editions.

Table 8a

Volume of General Merchandise Advertising in Sunday/weekend Edition Relative to Any Single Weekday Edition

	Total Responses Weighted by: Newspapers†	Circulation‡
Department Stores:		
Sunday/weekend edition has more advertising than any Monday to Friday edition	71%	74%
Sunday/weekend edition does not have more advertising	21	18
Not reported	8	8
Other General Merchandise Advertisers:		
Sunday/weekend edition has more advertising than any Monday to Friday edition	65%	67%
Sunday/weekend edition does not have more advertising	21	20
Not reported	14	13

Question: Does your Sunday or weekend edition carry a heavier volume of general merchandise advertising for department stores and all other general merchandise advertisers than any of your Monday through Friday editions?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Table 8b

Volume of General Merchandise Advertising in Sunday/weekend Edition Relative to Any Single Weekday Edition

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Department Stores:					
Sunday/weekend edition has more advertising than any Monday to Friday edition	73%	80%	76%	73%	59%
Sunday/weekend edition does not have more advertising	19	10	14	20	35
Not reported	8	10	10	7	6
Other General Merchandise Advertisers:					
Sunday/weekend edition has more advertising than any Monday to Friday ediiton	68%	64%	69%	64%	60%
Sunday/weekend edition does not have more advertising	21	14	14	22	30
Not reported	11	22	17	14	10
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: Does your Sunday or weekend edition carry a heavier volume of general merchandise advertising for department stores and all other general merchandise advertisers than any of your Monday through Friday editions?

Table 9

Mail Order Features or Pages in Sunday/weekend Editions

	Total Responses Weighted by: Newspapers†	Circulation‡
Carry mail order feature or page	9%	12%
Every week	7	9
Less often	2	3
Do not carry	91	88

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Carry mail order feature or page	13%	9%	11%	9%	6%
Every week	9	9	10	7	2
Less often	4	-	1	2	4
Do not carry	87	91	89	91	94
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: Does the Sunday or weekend edition carry a mail order feature or page? (If "Yes") Please check how often.

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Table 10

Zoning of Sunday/weekend Editions

	Total Responses Weighted by: Newspapers†	Circulation‡
Zoning:	20%	35%
For editorial content and advertising	11	24
For advertising only	9	11
No zoning	74	58
Not reported	6	7

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Zoning:	40%	37%	23%	11%	7%
For editorial content and advertising	29	28	11	1	1
For advertising only	11	9	12	10	6
No zoning	52	60	72	83	85
Not reported	8	3	5	6	8
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: To what extent are Sunday or weekend editions zoned?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.

Editorial Use of ROP Color

In all, 85% of the Sunday/weekend editions responding to the survey report editorial use of ROP color (Table 11). The majority of all newspapers with circulations of 25,000 and over use full color editorially, while those in the two smallest circulation size groups tend to limit themselves to spot color. However, even among Sunday/weekend editions with circulations under 10,000, 70% make some editorial use of ROP color.

Home Delivery of Sunday/weekend Editions

About three out of four Sunday/weekend editions (77%) indicate that at least 70% of their total circulation is home delivered (Table 12). Overall, the median percentage is 85%. Within circulation size groups, the ratio of home delivered copies to total circulation generally appears to be similar for weekdays and Sundays.[1]

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[1]This is consistent with a 1982 study conducted by Audits and Surveys, Inc., showing that among those adults who have any newspaper home delivered, 72% have both weekday and Sunday delivery. The remainder is split about evenly between those with only weekday delivery (16%) and those with only Sunday delivery (12%).

Table 11

Editorial Use of ROP Color in Sunday/weekend Editions†

	Total Responses Weighted by: Newspapers	Circulation
Full color (net)	39%	58%
On front or break pages only	19	25
On other pages	20	33
Spot color (net)	46	28
On front or break pages only	35	20
On other pages	11	8
Color not used editorially	11	9
Not reported	4	5

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Full color (net)	62%	65%	53%	28%	10%
On front or break pages only	25	30	27	14	8
On other pages	37	35	26	14	2
Spot color (net)	20	32	42	57	60
On front or break pages only	15	19	31	45	45
On other pages	5	13	11	12	15
Color not used editorially	10	2	2	12	24
Not reported	8	1	3	3	6
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: To what extent is ROP color used editorially in Sunday or weekend editions?

†Multiple answers have been edited to limit column totals to 100%. (e.g., if a newspaper reports using both full color and spot color, the spot color reference has been eliminated.)

Table 12

Percent of Current Sunday/weekend Circulation Home Delivered

	Total Responses Weighted by: Newspapers†	Circulation‡
Under 60%	6%	9%
60% to 69%	7	10
70% to 79%	14	18
80% to 89%	34	35
90% or more	29	17
Not reported	10	11
Median	85	82

	100,000 & over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Under 60%	11%	6%	2%	4%	10%
60% to 69%	11	9	4	6	6
70% to 79%	21	13	9	12	15
80% to 89%	35	41	37	31	33
90% or more	10	21	38	40	24
Not reported	12	10	10	7	12
Median	80	84	88	87	83
Base: Newspapers responding=100%	(118)	(86)	(132)	(147)	(89)

Question: Approximately what percentage of your current Sunday or weekend circulation is home delivered?

†Weighting based on distribution of 768 Sunday/weekend newspapers among five circulation size groups.
‡Weighting based on distribution of 56,260,764 circulation among five circulation size groups.